

**Item:** \_\_\_\_\_  
**Fiscal Impact:** \_\_\_\_\_ N/A  
**Funding Source:** \_\_\_\_\_ N/A  
**Account #:** \_\_\_\_\_ N/A  
**Budget Opening Required:** \_\_\_\_\_ N/A

**ISSUE:**

Application: ZT-15-2008. An Ordinance amendment regarding alterations to freeway oriented pole signs.

**SYNOPSIS:**

This Ordinance amends Section 11-7-101 of the West Valley City Municipal Code.

**BACKGROUND:**

Currently, face changes in pole signs are considered an alteration, which requires conformance to the provisions of the Sign Ordinance. One of the provisions is that pole signs are not permitted on properties that are less than 10 acres. Therefore, if there is a business with a freeway-oriented pole sign located on a property with less than 10 acres they are not able to make a sign face change without removing the pole and replacing that sign with a monument sign. Typically freeway-oriented businesses, i.e. hotels, are businesses that need to be seen from a distance so people know when to exit the freeway to make it to their destination. Therefore, staff is proposing to allow face changes in existing freeway oriented pole signs with the following amendment.

**RECOMMENDATION:**

The Planning Commission and City Staff recommend approval of this Ordinance.

**SUBMITTED BY:**

Jody Knapp, Principal Planner